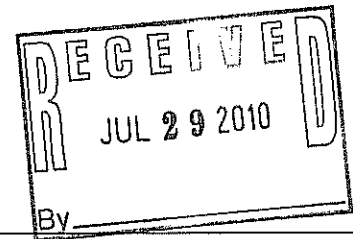


# ITC GRANT NARRATIVE PROGRESS REPORT



Grantee: Kamiah Chamber of Commerce	Grant Number: 09-11-03
Date Submitted: July 21, 2010	Report #: <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3
Date Posted for Review: 7/29/10 @	<input type="checkbox"/> 2 <input type="checkbox"/> Final

Awarded Grant: \$ 6,270.00	Match Requirement: \$ 1,140.00
Amount Expended YTD: \$ 4,811.51	Match Documented YTD: \$ 865.24

Copy for additional elements

Element 1: Advertising

Amount Awarded: \$ 4,900.00	Amount Expended YTD: \$ 3,528.18	Match Documented YTD: \$ 0
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Progress of Element since grant award or last report: Monthly website hosting continues. Improved and increased website capabilities and social media connectivity continues. Business community Facebook Workshop held 4/20/10. Kamiah Business Profile publication printed, distributed and ad paid for with tear sheets submitted with Request for Funds – Interim Request 2. The Business Profile is included in every tourism information packet mailed through Kamiah Chamber and available for tourists within Kamiah Welcome Center, City of Kamiah, motel, RV Park, gas station, and some business brochure racks. Kamiah “brand” continues to be promoted. “Brand” magnet included in 500 registration packets for participants of Pacific Primitive Rendezvous held in Weippe June 2010 and a request has been made already for 250 magnets to be included in Western State RC & D Conference registration bags to be held March 2011. “Brand” magnets were available for attendees at the Idaho Governor’s Conference on Tourism this year. They were very well received. Kamiah “brand” magnets are distributed to visitors through the Kamiah Welcome Center. More magnets will need to be ordered within 60 days. Kamiah Chamber has adopted “brand” t-shirts as appropriate attire when representing Kamiah at casual regional and state meetings/trainings/workshops to promote awareness and visitation. The Kamiah “brand” will be used as the annual BBQ day logo Labor Day Weekend 2010 for advertisement and event t-shirts. The Kamiah “brand” has been slightly modified for implementation in new Kamiah gateway signs under current development.

Anticipated completion date(s): Element 1: Advertising on track.

Actions needed to complete this element: All print media advertising complete for this grant cycle. Website, social media and “brand” development/recognition are on-going for the duration of the grant. More “brand” magnets need to be ordered. Converting print advertising to electronic is on-going for implementation onto website.

Measurements(s) of Results: Viability of magnets as “brand” recognition and effective tool to drive prospective new and returning visitors to Kamiah and the region is demonstrated by response at Idaho Governor’s Conference on Tourism, requests for 2010 and 2011 events, and by incorporation of “brand” into Kamiah’s developing gateway signs.

Copy for additional elements

Element 2: Industry Leadership & Education

Amount Awarded:	Amount Expended YTD:	Match Documented YTD:
\$ 800.00	\$ 800.00	\$ 161.20

Progress of Element since grant award or last report: One person attended ICORT May 2010. Since returning she has met with the Kamiah Chamber Board of Directors to discuss conference content and to make recommendations of what info was pertinent for Kamiah and to begin developing a course of action. Regional networking and social media represent significant elements in this proposed action. An introduction to Facebook workshop was hosted by the Chamber for hospitality service and other business owners. A repeat of this or a similar workshop, a more advanced one, and workshops relating to other methods of social media are currently under discussion. These are desperately needed as connectivity becomes more accessible in Kamiah and target demographics continue to indicate that social media is increasingly driving tourism. Networking with neighboring chambers, merchant associations, service organizations, special event planners, NCITA, and others continues. Connectivity, funding, and technology education access continue to be barriers to successful implementation of social media in frontier Idaho.

Anticipated completion date(s): ICORT attendance is complete.

Actions needed to complete this element: Continuing education for social media remains an issue. The Kamiah Chamber will be hosting additional workshops as funding becomes available to bring instructors into the region. These workshops will be available to neighboring community hospitality, tourism based and general businesses.

Measurements(s) of Results: Kamiah Chamber is now on Facebook. Hospitality service and tourism based business Facebook presence has increased.

Copy for additional elements

Element 3: Fulfillment/Admin

Amount Awarded:	Amount Expended YTD:	Match Documented YTD:
\$ 570.00	\$ 483.33	\$ 704.04

Progress of Element since grant award or last report: The Kamiah Chamber Welcome Center now has wi-fi capabilities available for visitor use upon request. A new two-line telephone system has been installed to accommodate increased telephone tourism inquiries and offers unlimited long distance to assist visitors whose cell providers are not accessible in Kamiah. Postage and monthly long distance telephone expenses continue in response to requests for tourism information.

Anticipated completion date(s): On-going Welcome Center activities

Actions needed to complete this element: Continue telephone, US mail and email response to visitor inquiries. Continue to develop internet connectivity by becoming a wi-fi hotspot readily available to tourists rather than by request.

Measurements(s) of Results: Increased visitation to Kamiah Welcome Center June 2010.



No activity during this report period due to seasonal nature of marketing activity.